

RJ REYNOLDS

TOBACCO COMPANY

May 28, 1996



Fax
D. P. Fitzgerald

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 834-4179
Fax (716) 834-3145

POSTING REPORTS / FUNCTIONS

Dear Don:

Attached are J66 and T14 reports for the *May Doral B2G1F* Promotion #600355. As you can see, posting activity on these reports is inconsistent on each report - as I have detailed below:

Report / Activity Dates	Inside Region 1610 Posting	Posting From Outside Regions To 1610	Total Region 1610 Activity Posted	Posting To Outside Regions From 1610
T14 Through 5/26/96	N/A	N/A	171,340	N/A
J66 Through 5/21/96	163,460(*)	5,020	168,480	8,900
J66 Through 5/26/96	145,620(*)	27,480	173,100	30,560

(*) Note that the J66 Report dated 5/21/96 shows 17,840 more offers than the J66 Report dated 5/26/96 (we were advised, today, the J66 Report dated 5/21/96 was inaccurate).

Don, I have spent approximately 15 - 20 hours per week over the last month posting and auditing posting reports due to the continual inconsistencies and inaccuracies in the BPE reporting functions. It can take as long as **20 - 30 hours of auditing** to determine where one promotional inaccuracy may reside. Once the inaccuracy is identified, and BPE contacts are notified, the problems are eventually resolved. However, my primary concern is that although each individual inaccuracy does eventually get resolved, as you will note from my previous communications to you, T14 continues to contain multiple inaccuracies which result in unrealistic time allocation to monitor. This time could be greatly reduced if these reports were accurate.

Any assistance you can provide would be greatly appreciated.

Sincerely,

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. MacLeod
R. Farmer

51859 4651

BPET14R9 16XXXX
SALES LEVEL: 16 BUFFALO REGION

PROMOTION PERFORMANCE TRACKING
RETAIL BSGSF BY BRAND & PROGRAM
ACTIVITY THRU 05/26/1996

05/28/96 PAGE: 13 S
08:30 AM

SAVINGS	BSGSF	YTD THRU 05/96	JAN	FEB	MAR	APR	MAY	JUN
DORAL								
NATIONAL PROMOTIONS								
600355 DOR MAY B2G1F	PLANNED	196,200					196,200	
	PLACED	171,340				3,320	168,020	
	% PLACED	87.32					87.32	
600895 DOR BOX B1G1F	PLANNED	68,700				68,700		
	PLACED	68,701				52,101	16,600	
	% PLACED	100.00				75.83	100.00	
TOTAL OFFERS PLANNED		264,900				68,700	196,200	
TOTAL PLANNED OFFERS PLACED		240,041				55,421	184,620	
% OFFERS PLANNED VS. PLACED		90.61						
TOTAL OFFERS PLACED		240,041				55,421	184,620	

TOTAL SAVINGS BSGSF								
TOTAL OFFERS PLANNED		264,900				68,700	196,200	
TOTAL PLANNED OFFERS PLACED		240,041				55,421	184,620	
% OFFERS PLANNED VS. PLACED		90.61						
TOTAL OFFERS PLACED		240,041				55,421	184,620	

T 14 (5/26/96)

51859 4652

BPEJ66MA

BUSINESS PLANNING AND EXECUTION
POSTING LISTING

PAGE:

DATE: 05/21/9

TIME: 09:10 A

PROMOTION : 600355 DORAL B2G1F W/CONT-MAY

SALES LEVEL : 16XXXX 16 BUFFALO REGION

ACCTS ARE SUMMED BY WHOLESALE

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ACCOUNTS	POSTED SKUS	POSTED OFFERS	POSTED DATE	POSTED USER	WHSL	DESC
PAGE BREAK TOTAL ACCOUNTS													
					2966	TOTAL QUANTITY		177,380	8,869				
POSTING INSIDE REGION ACCOUNTS													
					2683	TOTAL QUANTITY		163,460	8,173				
POSTING FROM OUTSIDE REGION ACCOUNTS													
					78	TOTAL QUANTITY		5,020	251				
					11XXXX	7		540	27				
					12XXXX	45		2,740	137				
					13XXXX	25		1,600	80				
					17XXXX	1		140	7				
POSTING TO OUTSIDE REGION ACCOUNTS													
					205	TOTAL QUANTITY		8,900	445				
					XXXX	1		20	1				
					XXXX	1		20	1				
					XXXX	1		40	2				
					XXXX	1		20	1				
					XXXX	1		20	1				
					XXXX	1		20	1				
					11XXXX	63		2,340	117				
					12XXXX	35		860	43				
					13XXXX	16		400	20				
					17XXXX	84		5,140	257				
					67XXXX	1		20	1				
PROMOTION TOTAL ACCOUNTS													
					2966	TOTAL QUANTITY		177,380	8,869				

**** END OF REPORT ****

J66 (5/21/96)

51859 4653

BUSINESS PLANNING AND EXECUTION
POSTING LISTINGPAGE: 3
DATE: 05/28/96
TIME: 01:41 PMPROMOTION : 600355 DORAL B2G1F W/CONT-MAY
SALES LEVEL : 16XXXX 16 BUFFALO REGION

ACCTS ARE SUMMED BY WHOLESALER

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ACCOUNTS	POSTED SKUS	POSTED OFFERS	POSTED DATE	POSTED USER	WHSL	DESC
PAGE BREAK TOTAL ACCOUNTS								3451	TOTAL QUANTITY		10,183	203,660	
POSTING INSIDE REGION ACCOUNTS								2380	TOTAL QUANTITY		7,281	145,620	
POSTING FROM OUTSIDE REGION ACCOUNTS								456	TOTAL QUANTITY		1,374	27,480	
			11XXXX	88				253	5,060				
			12XXXX	74				223	4,460				
			13XXXX	25				80	1,600				
			17XXXX	278				816	16,320				
			29XXXX	1				2	40				
POSTING TO OUTSIDE REGION ACCOUNTS								605	TOTAL QUANTITY		1,528	30,560	
			11XXXX	190				403	8,060				
			12XXXX	51				68	1,360				
			13XXXX	90				238	4,760				
			17XXXX	271				816	16,320				
			29XXXX	2				2	40				
			67XXXX	1				1	20				
PROMOTION TOTAL ACCOUNTS								3451	TOTAL QUANTITY		10,183	203,660	

**** END OF REPORT ****

J66 (5/28/96)

51859 4654